



STATE OF LOUISIANA
DEPARTMENT OF HEALTH AND HOSPITALS



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MEMO

Date: November 12, 2004

To: All Potential Proposers to RFP for Sudden Infant Death Syndrome (SIDS) Social Marketing Campaign

From: Tracy Hubbard, SIDS Program Coordinator

Re: Response to Questions for Request for Proposals (RFP)

This is in response to questions submitted to our office regarding the Request For proposals for the Sudden Infant Death Syndrome, Maternal and Child Health Social Marketing Campaign.

Is there an established budget that we need to work within?

What kind of budget constraints will be involved in working with this campaign?

A budget will be determined as approved by DHH. Proposers should base cost upon elements of budget that must be included which are outlined under *Cost and Pricing Analysis* in RFP Section II A5e. Page 9 keeping in mind that this is a statewide media campaign.

If not available, what were the budgets for the past three years?

Although budgets for the prior campaign are available through Public Records Act, such prior campaign information cannot be used to construct or assist in construction of a response to this current RFP. Prior budget for the past campaign can be viewed after completion of the RFP process.

As no budget has been identified, you will undoubtedly receive a wide range of media budgets. How will you judge the media proposals with regard to cost vs effectiveness (reach and frequency) or will you simply judge on lowest cost?

Scoring will be based on lowest overall proposed cost including elements of budget items that must be included are outlined under *Cost and Pricing Analysis* in RFP Section II A5e. Page 9.

What percentage of the budget has traditionally gone for media placement or have you relied primarily on PSAs?

The section under *Cost and Pricing Analysis* in RFP Section II A5e. Page 9 states that budget must include message placement. The percentage of the budget for message placement in the past



STATE OF LOUISIANA
DEPARTMENT OF HEALTH AND HOSPITALS



campaign cannot be disclosed until after completion of this RFP process.

Page 2

What is the present state of mind awareness for SIDS within the target demographic? What has the SIDS trend been over the last three years?

Present state of mind awareness of SIDS and most recent trends in SIDS data can be assessed through prior campaign market research and other Office of Public Health data related to SIDS. This information along with samples of prior campaign materials can be viewed upon request at the Louisiana Office of Public Health by making arrangements with agency contact, Tracy Hubbard, LA Office of Public Health, 325 Loyola Avenue, Room 612, New Orleans, LA 70112. 504-568-5073, 504-568-8162 FAX, or e-mail: thubbard@dhh.la.gov.

How successful was the previous "This Side Up" campaign? Also, how was the campaign's effectiveness measured?

Efforts to evaluate the prior campaign have been ongoing and implemented in phases. A follow-up campaign market research evaluation is currently being performed but is not complete at this time.

Can we obtain samples of any of the materials produced in the previous "This Side Up" campaign for reference?

Samples of prior campaign materials can be viewed at the Louisiana Office of Public Health by making arrangements with agency contact, Tracy Hubbard, LA Office of Public Health, 325 Loyola Avenue, Room 612, New Orleans, LA 70112. 504-568-5073, 504-568-8162 FAX, or e-mail: thubbard@dhh.la.gov.

How much is the Performance Bond expected to be for the contractor awarded this campaign?

The performance bond is 10% of the proposed contract amount or total budget.

If alternative to performance bond is elected and a retainage of 10% of billings is withheld as surety for performance, would the withheld retainage be paid to the proposer at the end of each 12 month contract period?

Yes, retainage will be paid to the proposer at the end of each 12 month contract period.

Is there an incumbent agency?

Yes, there is an incumbent agency that was the contractor for the past three years.

What agency managed the previous campaign?

The agency that was the contractor for the previous campaign cannot be disclosed until after completion of the RFP process.



STATE OF LOUISIANA
DEPARTMENT OF HEALTH AND HOSPITALS



Page 3

Are there any past marketing plans that we can review?

All past marketing plans can be reviewed after completion of the RFP Process. This will keep the process fair to all potential proposers.

What sponsorships do you currently have in place for the program?

Currently the program has no sponsorships in place.

What relationships have you developed in the provider community?

As a state agency, there are relationships that have been developed with the healthcare providers. However, there are currently no relationships specifically for SIDS.

How will you measure the success of the program?

Proposers are requested to evaluate proposed efforts for impact and effectiveness through formative research methods. (i.e. survey, focus, groups, etc.) See RFP section

Page 3 of the RFP refers to “new informational topics” which may be introduced at a later time in the campaign. Is there additional marketing budget for these new topic revisions?

No, there will be no additional marketing budget for new topics.

The goals of the campaign state to decrease “sudden unexpected infant deaths and infant mortality.” Is the campaign limited to SIDS deaths, or all infant mortality?

The campaign is not limited to SIDS deaths, however, the focus of the campaign is upon providing a safe sleeping environment which reduces death due to SIDS and suffocation. The RFP has language written so that in the future if research suggest other topics related to unexpected infant death, these topics may be targeted if needed.

In section B1 of the RFP, Creativity and potential impact is listed as a criteria for selection, yet there is no mention of speculative creative. Are you expecting speculative creative or does the creative samples refer to past work done by the agencies?

We do not require speculative creative. Creative samples refer to prior work samples. The creativity and potential impact will be judged based upon the proposed ideas, creativity of prior work samples, the anticipated impact on the target population and the committee perception of the plans ability to meet campaign objectives.



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